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FAX NO : 571-273-8300
TO : Commissioner for Patents
Mail Stop: Amendment
FROM : Oleg F. Kaplun
DATE : December 28, 2005
SUBJECT : U.S. Patent Appln. Serial No. 09/653,767
for *Frames-Based Advertising Service*
with Response and Activity Reporting
Inventor(s): Allan et al.
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 29**MESSAGE:**

Please see attached.

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[40116/06801]

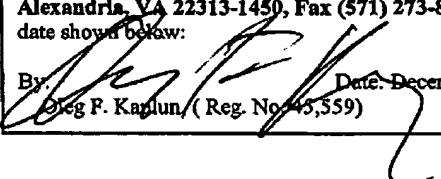
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Allan et al.
Serial No. : 09/653,767
Filing Date : September 1, 2000
For : Frame-Based Advertising Service With Response
And Activity Reporting
Group Art Unit : 3629
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
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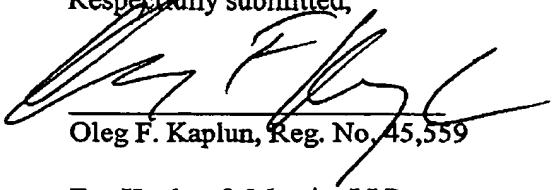
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date shown below:

By  Date: December 28, 2005
Oleg F. Kaplun, Reg. No. 45,559

TRANSMITTAL

In response to the Non-Final Office Action mailed October 24, 2005, please find an
Amendment for filing in the above-identified application. No fees are believed to be required.
However, the Commissioner is hereby authorized to charge any additional fees to the Deposit
Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that
purpose.

Respectfully submitted,


Oleg F. Kaplun, Reg. No. 45,559

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150 Broadway, Suite 702
New York, New York 10038
Tel: (212) 619-6000
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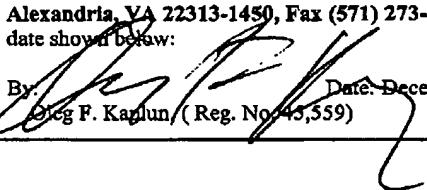
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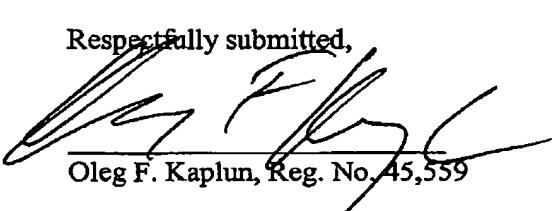
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[40116/06801 - A - 68678]

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Commissioner for Patents
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Alexandria, VA 22313-1450

AMENDMENT

In response to the Non-Final Office Action mailed October 4, 2005 in the above-identified application, please enter the following amendments and consider the following remarks: